

An aerial view of a city street in Washington, D.C., showing modern high-rise buildings, a Metro train, and a central orange text overlay. The street is lined with trees, some with autumn foliage. A Metro train is visible in the foreground, crossing a bridge over a river. The central text reads "NOMA CITY. SMARTER." in white on an orange background.

NOMA

CITY. SMARTER.

855.300.2981
FAT350.COM

2015 ANNUAL REPORT

Greetings from Doug Firstenberg and Robin-Eve Jasper

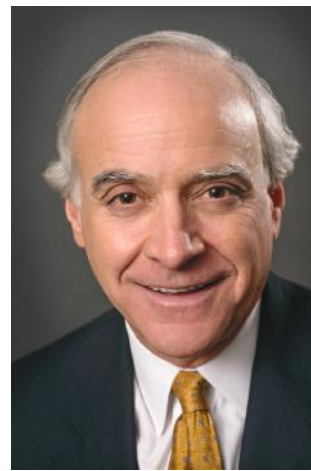
In our 2014 Annual Report, we noted that “2014 was the year that solidified NoMa as a unique genuinely mixed-use neighborhood.” Over the last twelve months, we’ve discovered exactly what means: people want to work here, locate businesses here, live and play here! Whether you’re recruiting a talented workforce that prefers to spend their days in a fun, bustling neighborhood, looking for the perfect place to live with the best rooftop pool and dog wash, or selecting the best location for your newest art house movie theater—NoMa is the place to be.

The foundation of all this terrific neighborhood momentum is rooted in the basics: an exceptional location at the geographic center of the city, walkable and bikeable to everything, unparalleled transit assets, lovely streets, attention to detail in neighborhood appearance and public safety, and marvelous buildings and public spaces. Having the first and only free public wi-fi in DC, with over 20 blocks of coverage doesn’t hurt either.

With more than 4 million square feet of development underway in the NoMa BID in 2016, NoMa will soon be 70 percent built out. When these projects are completed in 2018, there will be more than 14 million square feet of office space, nearly 8,000 residential units, and an absolutely astounding 1 million square feet of retail space in the NoMa BID. Add to that the beautiful parks and fabulous public spaces that will open soon thanks to the NoMa Parks Foundation! NoMa is truly a mixed-used neighborhood unlike any other. As we like to say; NoMa is City. Smarter.

In the NoMa BID’s 2015 Annual Report, you will learn about all the ways the BID leverages BID members’ investments to make NoMa into the remarkable neighborhood it is today. The NoMa BID and its terrific staff will keep things growing and grooving in 2016 and beyond.

Hold on to your hats, NoMa is a happening place, and happening fast!



A handwritten signature in blue ink, appearing to read 'Doug Firstenberg'.

Doug Firstenberg, Chairman of the Board

A handwritten signature in black ink, appearing to read 'Robin-Eve Jasper'.

Robin-Eve Jasper, President

NOMA IS CITY. SMARTER.

 **474** PRESS MENTIONS

 **117,000+** VISITORS TO NOMABID.ORG IN FY15

 **6,000** TWITTER FOLLOWERS

 **8,716** NEWSLETTER SUBSCRIBERS

In 2015, the NoMa BID launched the **City. Smarter.** campaign, its initiative for sharing the great things that are constantly happening in NoMa, while telling the story of why businesses, workers, and residents chose the NoMa neighborhood. Through the press, social media, and a newly designed website, it's easy to: read firsthand accounts from people who love working and living in NoMa, discover the next wave of terrific retail, and learn about our unmatched transit assets and amazing District partnerships. Explore how the NoMa Parks Foundation is creating unique, appealing parks and public spaces, and meet the energetic, well-educated community living and working in NoMa. **Keep reading and see for yourself why NoMa is City. Smarter.**



839,000 SF

The Department of Justice lease is the biggest lease since 2001.

DEVELOPMENT

Development continues to be big news in NoMa.

The biggest stories in 2015 were about retail and residential projects.

REI announced in January 2015 that they would be delivering a **53,000 SF flagship store to open in fall 2016** at the historic Uline Arena. 2015 also saw **967 new residential units** break ground in 3 developments; the AVA NoMa, Camden NoMa Phase II, and the John and Jill Ker Conway Residences. But the announcement in October 2015 that the **US Department of Justice, in the largest lease transaction in the region since 2001, had chosen to locate an additional 839,000 SF** of office space at Constitution Square in NoMa, said it all. With more than **1,425,000 SF** in NoMa, the US Department of Justice is doubling down and joining a big collection of private sector tenants (now nearly 40 percent of NoMa's office space) calling NoMa home.



Rendering of the AVA NoMa

Rendering of the John and Jill Ker Conway Residence



Three Constitution Square



Rendering of Uline Arena



93,600

with more
than

110,000

pedestrians per
weekday in FY 2015

people per day
during warm
weather months

PUBLIC SPACE

Parks, public art, free Wi-Fi, pop-ups, and great events. No neighborhood in DC is more focused on great experiences for its residents, workers and visitors.

> NoMa has the **first and only neighborhood-wide outdoor public Wi-Fi in DC**. In 2015, we expanded the Wi-Fi network to include NoMa Junction @ Storey Park, H Street, NW between North Capitol and First Streets, and North Capitol Street between H Street and G Place. There was a 67% increase in average daily users in the week after the expansion was completed. **Visit nomabid.org/wifi for more information about the NoMa Wi-Fi system, including a map of coverage areas.**

> **In 2015 NoMa BID launched 4 popular pop-ups.**
Who doesn't love a beer garden? In May 2015, we worked with Proust Partners to open **Wunder Garten**. And a what a wonder it was! Proust Partners put on events including a Bastille Day festival, a "World Cup of Beers" and a weeklong Oktoberfest.

Carpe Librum, a used bookstore, opened its doors at 140 M Street, NE in May. Operated by Turning the Page, a nonprofit that supports parent engagement and literacy in our DC Public Schools, the bookstore proved immensely popular with the NoMa community, while also generating \$41,000 in book sales.

More than 500 people attended the grand opening of **Lunch Box**, our lunchtime picnic area/food truck pod at N and First Streets. They were greeted with a performance of dueling pianos and free ice cream and continued to enjoy the communal, outdoor lunch space throughout the summer.

Yoga NoMa, NoMa's first pilates and yoga studio now offers **30 classes a week**, including Yoga in American Sign Language, Prenatal Yoga, and Yogalates. Yoga NoMa also partnered with REI to offer a weekly outdoor class at the Wunder Garten.



5

parklets popped up in NoMa on Friday, September 18th to celebrate Park(ing) Day.



EVENTS

> NoMa's 2015 calendar was jam-packed with events to delight every taste.

There were painting parties to create DC's largest, public art installation for **NoMa Junction@Storey Park**, art exhibits put on by Washington Project for the Arts, the annual Nerds in NoMa winter discussion series, and lots of other NoMa-sponsored events like Art All Night on North Capitol Street and Daybreaker, a morning dance/yoga/party experience, that came to Union Market on July 29.

There were DJs, dance workshops and demonstrations, giveaways, food trucks, picnicking, and 12 weeks of dance-themed movies attended by more than **12,000** movie-lovers during the eighth successful season of NoMa Summer Screen. On July 4th, over 350 guests braved pouring rain to listen to bluegrass music by Jake and The Burtones, eat (very wet) hamburgers and hot dogs and celebrate our nation's independence at NoMa's July 4th Bash.



PUBLIC ART

The M Street underpass installation will feature

4,000 LED light rods!

LED light rods!



A rendering of the M Street underpass installation, "Rain"



A rendering of the L Street underpass installation, "Lightweave"

Great neighborhoods deserve great public spaces.

Murals added local color all over NoMa in 2015! Murals commissioned by Art Whino and JBG Companies cover the entire facades of two buildings at the intersection of First and N Streets. DC Commission on Arts and Humanities commissioned a mural in NoMa as part of The 5x5 Project. And Words, Beats and Life organized 55 artists at NoMa Junction to create the largest public art mural in DC with support from the NoMa BID.

In 2015, plans moved forward and the Commission of Fine Arts approved two major art installations in NoMa's underpass art

parks. "Rain," will be coming to NoMa's M Street underpass. Designed by the team of Thurlow/Small Architects and NIO architecten. "Rain" features LED light rods cascading from the ceiling; the lights are responsive to movement and gently pulse or wave as a pedestrian or cyclist moves through the underpass. "Lightweave," for the L Street underpass was designed by Future Cities Lab and features a series of LED and steel rods evoking the railroad catenary system. The lights are responsive to sound, and pulse or wave and can change color based on the sounds in the underpass.



92,320 SF

acquired for NoMa Parks in 2015

PARKS

A big year for NoMa Parks...with more on the way.

In addition to continuing community engagement, the underpass art parks and design activities for the NoMa Meander (the multi-block pedestrian-retail promenade between North Capitol and First Streets NE) and L Street Plaza, the NoMa Parks Foundation closed on two park acquisitions in 2015. These acquisitions include a 2-acre space on Harry Thomas Way NE and a smaller neighborhood park at 3rd and L Streets NE.

In 2015, the NoMa Parks Foundation took community engagement to a new level with Community Conversations covering the breadth of the work of the Foundation. Meant to complement project-specific design meetings and the NoMa Parks website, these Community Conversations allow us to meet new parks enthusiasts, share the status of projects, and gain valuable feedback on the priorities and interests of community members.

**Loads more to come! Stay tuned in 2016 to find out what's in store!
Visit nomaparks.org for more information, or imaginenomaparks.org to share your ideas.**



4.48 MILLION SF of office, retail and residential office space projected to deliver by 2018

PLANNING

With the incredible vibrancy and pace of growth in NoMa, it's no surprise that the NoMa BID is buzz, buzz, buzzing with planning studies, and initiatives.

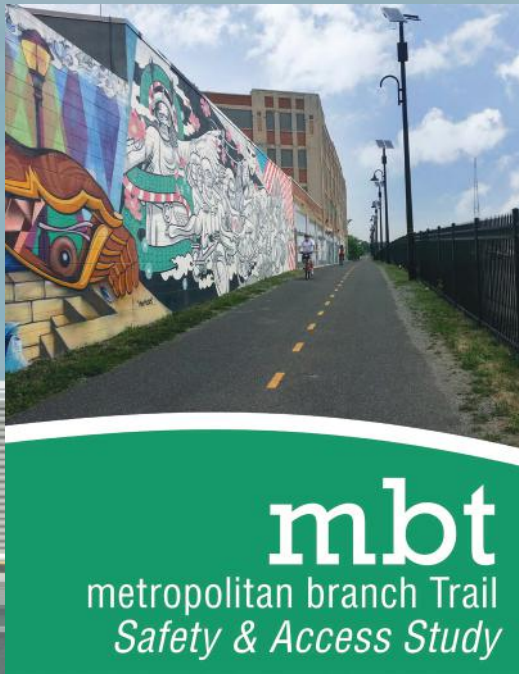
> Studies We Led:

10 Years: Success Built on Transit demonstrated the amazing fiscal and economic impact of development of the NoMa Gallaudet Metro Station. **The bottom line: \$330 million in municipal revenue and total permanent employment of more than 15,000 through 2014. More than \$1 billion of cumulative revenue to the District projected (conservatively) through 2019.**

Two-way Conversions: Converting L, M and Pierce Streets, NE, from one to two-way operations between First and North Capitol Streets, NE, will improve circulation through NoMa, **reduce traffic and bring better access to offices, apartments, and retail.** We

wrapped up the final study of this project in 2015 and are partnering with DDOT on an implementation pilot starting in summer 2016.

In partnership with the Metropolitan Police Department (MPD) and the District Department of Transportation (DDOT), the NoMa BID launched a **study to enhance safety and improve accessibility on the Metropolitan Branch Trail (MBT)**. Nelson Nygaard led the study and, with input from more than 900 MBT stakeholders, identified 30 actions to make a better MBT. Installation of mile-markers, improved lighting and signage, call boxes and art on the MBT are already underway or complete.



As part of **NoMa's strategic planning initiative**, BID staff and roughly 30 committee members, including BID members and neighbors, completed scenario planning and strategic planning processes with Gensler and facilitator Bill Potapchuck. Stay tuned, we will be releasing this 5-year plan very soon!

> Studies We Participated in:

Circulator: The DDOT-led NoMa Circulator Route study kicked-off in 2015. In the first phase of the Study, preferred Circulator routes identified were **(1) Logan Circle to H Street, NE via NoMa and (2) U Street, NW to H Street via NoMa.**

Mid City East Small Area Plan and Livability Study: This plan addresses needed **improvements to the intersections at North Capitol Street and Florida Avenue, and North Capitol and New York Avenue**, as well as other streetscape and public space enhancements.

In 2015, we worked with WMATA, BID members and Union Market stakeholders on a study of the feasibility and cost of a **pedestrian tunnel linking 3rd Street NE to the NoMa-Gallaudet U Metro Station entrance**. The study projected likely costs and the NoMa BID is assisting stakeholders in evaluating potential funding sources to complete the project.



CLEAN & SAFE

It's a new day for NoMa's Hospitality Ambassadors. NoMa is fortunate to have a great clean team and a great hospitality ambassador team with extremely low turnover. The first hospitality ambassador hired in 2008, Ibrahim Turayson, is still with us! But in our growing neighborhood, we are always looking for ways to embrace change and improve. In 2015, based on great insights from the hospitality ambassadors themselves, we created a slick new mobile kiosk, an ambassador route on the MBT, and now the evening hospitality ambassadors help with trash pickup on the streets of NoMa, making mornings just a little bit easier for the NoMa Clean Team.



Crime Comparison to FY14



10%

Decrease in total property crime



8%

Decrease in total crime

Trash & Recycling Removal

556,672

POUNDS OF WASTE

With tens of thousands of people on the streets of NoMa each day, people are feeling comfortable and at ease. Reviewing the data, it seems that there is good reason to feel good. With increases in crime in many DC neighborhoods in 2015, **crime actually decreased in NoMa...and NoMa was already as safe or safer than other downtown neighborhoods.**

One reason for the good news: NoMa's great collaboration with local public safety agencies. **NoMa's monthly Public Safety Meeting is the neighborhood's primary forum to improve communications and foster coordination among police, business owners, property managers, and to enhance crime-solving efforts throughout NoMa.** Attendance typically exceeds 30 people, and includes representatives from MPD, other neighborhood security entities, and property managers.

FINANCIALS

The NoMa BID receives an assessment from commercial property (including land and parking lots), residential buildings with 10 or more units, and hotels. Summarized information from NoMa BID audited financial statements set forth below represents the consolidated finances of the NoMa BID and the NoMa Parks Foundation in accordance with accounting principles generally accepted in the United States.

STATEMENT OF FINANCIAL POSITION

ASSETS	2015
Cash/Cash Equivalents	\$1,448,394
Certificates of Deposit	\$252,311
Accounts Receivable	\$336,755
Prepaid Expenses	\$3,699
Deposits	\$13,314
Property & Equipment	\$299,739
TOTAL ASSETS	\$2,354,212

LIABILITIES & NET ASSETS

LIABILITIES	
Accounts Payable & Accrued Expenses	\$363,873
Deferred Revenue	\$65,812
Deferred Rent	\$114,411
Other Liabilities	\$65,990
TOTAL LIABILITIES	\$610,086

NET ASSETS

Reserves & Unrestricted Net Assets	\$1,744,126
------------------------------------	-------------

TOTAL LIABILITIES & NET ASSETS: \$2,354,212

STATEMENT OF ACTIVITIES

INCOME	2015	
BID Assessments	\$2,291,768	62%
Grant Income	\$927,754	25%
Contract Revenue	\$279,144	8%
Interest & Dividends	\$2,219	0%
Other Income	\$194,992	5%
TOTAL REVENUE	\$3,695,877	100%

EXPENSES

Administration	\$752,107	21%
Branding & Marketing	\$233,215	7%
Public Space Maintenance	\$621,296	18%
Hospitality Ambassadors	\$453,760	13%
Events and Programming	\$289,756	8%
Economic Development	\$404,458	11%
Parks	\$771,140	22%
TOTAL EXPENSES	\$3,525,732	100%

NET INCOME: \$170,145

STAFF & BOARD

Staff

Title

As of December 2015

Robin-Eve Jasper	President
Phil Kotiza	Chief Operating Officer
Galin Brooks	Director of Planning & Economic Development
Stacie West	Director of Park & Public Realm Development
Thomas Taylor	Director of Public Space Operations
Johnny Chang	Director of Marketing
Lee Perine	Events Manager
Otavio Thompson	Hospitality & Technology Program Manager
Sheryl Augustine	Business Manager
Benjamin Rickelman	Economic Research Associate
Thomas Henderson	Hospitality Ambassador Supervisor
Robert Walker	Hospitality Ambassador Supervisor
Pamela Jackson	Hospitality Ambassador
Michele Hydier	Hospitality Ambassador
Ibrahim Turayson	Hospitality Ambassador
Michael Woodruff	Hospitality Ambassador
Tim Stringer	Hospitality Ambassador
Terri Brooks	Block by Block Clean Team Supervisor

Board

Company Name

As of December 2015

Doug Firstenberg, Chairman	StonebridgeCarras
Charles (Sandy) Wilkes, Vice Chairman	The Wilkes Company
John Gordon, Treasurer	Polinger Development
Mike Smith, Secretary	The Washington Center
Dave Bevirt	Brookfield Office Properties
Deborah Cowan	NPR
Charles Garner, II	CIM Group
Mary Gilbert Dawud Abdur-Rahman and Rodney Moulden (Staff to Mary Gilbert)	GSA
Matt Liddle	REI
Robert Milkovich	First Potomac Realty Trust
Dennis Paul	Paul Investment Co. LLLP
Fred Rothmeijer	MRP Realty
David Tuchmann	Akridge
Rob Ward	Skanska
Adam Warren	Harris Teeter

NOMA

CITY. SMARTER.

1200 First Street NE, Suite 310
Washington, DC 20002